

Radio - "S-Word" :60 African American Market PSA

ADULT: It's hard to talk to your kids about the s-word. Cause they're too young to think about... bedroom activities. So, you try to limit their exposure to adult behavior. But let's be honest. There's *birds and bees stuff* all over the place.

On TV, 64% of programs include...you know.

The Internet's even worse. 42% of kids between 10 and 17 have inadvertently seen, well, funny business, online.

It's everywhere.

KID: We know the s-word makes you uncomfortable. It's embarrassing. But you've gotta be the parent. You've gotta talk to us about sex. Because everyone else is. And they're not talking about waiting. That part's up to you. You don't have to be explicit about it. You don't have to talk about the parts. Just tell us how you feel. Tell us what to do. Tell us you want us to wait to... do that stuff. For help starting the conversation, visit 4parents.gov.

KID: Brought to you by the U.S. Department of Health and Human Services and this station.